Amendment To The Claims

Claims 1-39 Canceled.

40. (New) In a wireless network comprising plurality of wireless terminals, said network tracking a location of wireless terminals to provision mobile communication activities between wireless terminals, a method for identification of targeted groups comprising the steps of:

obtaining network data related to location tracking of said wireless terminal;

tracking a location of wireless terminals using said network data to generate a location history of said wireless terminals;

compiling profiling rules comprised of timeframes and historic places of presence;

identifying profiled groups of said wireless terminals by correlating said profiling rules with said location history;

compiling triggering conditions comprised of a combination of timeframes and places of anticipated presence of said wireless terminals; and

identifying at least one group of targeted wireless terminals by correlating triggering conditions with current location of said profiled groups of wireless terminals.

41. (New) A method according to claim 40 wherein the step of identifying a group is unrelated to the step of tracking a location.

42. (New) A method according to claim 40 wherein the step of compiling triggering conditions is unrelated to the step of compiling profiling rules.

43. (New) A method according to claim 40 wherein steps of obtaining network data,

tracking a location of wireless terminals and identifying a group are performed in real-time.

44.   (New)   A method according to claim 40 wherein said network data is generated by signaling communication between said wireless communications network and said wireless terminals.

45.   (New)   A method according to claim 40, wherein said step of obtaining network data includes generating an anonymous identifier.

46.   (New)   A method according to claim 45, further comprising the step of associating said anonymous identifier with location positioning of a corresponding wireless terminal and time of said location positioning.

47.   (New)   A method according to claim 40 wherein said location of wireless terminals is determined using Cell ID, and details of the content of the radio network.

48.   (New)   A system for identifying a targeted group of wireless terminals comprising:

at least one mediation server for obtaining network data from said wireless network, said mediation server being adapted to encrypt unique identifiers of wireless terminals; and

at least one profiling server for interfacing with said mediation server and receiving information corresponding to each of said wireless terminals with encrypted identifiers, said profiling server containing a historical database to store location history of each wireless terminal, said profiling server containing a second database to store profiling rules and triggering

conditions, said profiling server containing a profiling processor to profile terminals based on historical location information and identify wireless terminals based on said tracking conditions.

49.   (New) A system according to claim 48, wherein said mediation server comprises an encryption processor for providing two-way translation between unique identifiers and anonymous identifiers.